



The High School Orchestra, Which Will Play at the High School Auditorium in Tonight at the Preliminary Concert Which Will Decide Topeka's Entries in the State Musical Contest at Emporia, April 28.

## HE HASN'T READ IT CLEANUP DAY SET

Governor Postpones Consumption of Mayor's "Writeup."

Therefore Capper Isn't Really in Race for U. S. Senator.

HE'S ON STATE PAYROLL NOW

Hasn't Time to Make Political Predictions of the Future.

More Concerned About Two Terms as Governor.

Positive statements as to his senatorial plans were dodged by Governor Capper today in a discussion of the J. E. House story.

Governor Capper declared that he "hadn't really seriously considered" the United States senatorship. That was the governor's reply when asked for a confirmation of the story sent to Kansas papers this week outlining the governor's probable candidacy for United States senator in 1918. The article was written and signed by Mayor J. E. House of the editorial staff of the governor's Topeka paper.

With characteristic shyness, the governor today displayed a desire to sidestep a positive statement concerning his political plans for 1918. Just now, he said, he is considering his chances to pull through two successful terms as governor. The other matter hasn't been given real serious consideration.

He Doped on His Boss.

In a political story to Kansas newspapers this week, Mayor House doped the governor as one of the probable senatorial candidates in the Republican primaries two years hence. It is a deduction held by many wise politicians. They have figured for 13 months that Governor Capper would run for Senator when the time came. They figured that the appointment of Joseph L. Bristow to the chairmanship of the public utilities commission, shoving the former senator to a great extent, but Bristow has won credit for the playing of an active game of politics even in his semi-judicial position. Now the governor's probable candidacy is coming up for active consideration.

Asked point blank today if he expected to make good Mayor House's prediction of his candidacy, the governor dodged a positive statement or a remark that would commit him in the future.

Hasn't Read the Story.

"I really haven't read Mayor House's story," was the governor's reply. "Mrs. Capper read it and told me about it. But I haven't seen it myself."

The governor's interviewer tried again. Was the governor considering the senatorship—everything being equal?

"I really haven't seriously considered the matter," was the reply. "I might say that I haven't thought of it in a serious way at all. That is two years away. Just now I am more concerned about two successful terms as governor than I am about running for the senate."

Close friends of the governor are said to have approached him concerning his probable candidacy. So far as is known in political circles, none of these men has been able to draw a direct statement from him concerning his plans.

## TODAY'S AMUSEMENTS

**THE WOMAN IN 47**—John Emerson in "The Flying Torpedo," Keystone comedy, "The Village Vampire" and vaudeville.

**ORPHEUM**—Photoplay presents Carter De Haven and Flora Parker De Haven in "The Wrong Door."

**BEST**—William S. Hart in "Between Men" and Keystone comedy, "Dizzy Heights and Daring Heart."

**AUTORA**—"What Happened to Jones."

**CRYSTAL**—"Love and Vaccination" and "The Quarter Breed."

**PRINCESS**—Motion Pictures.

**APEX**—Motion Pictures.

**FIRST METHODIST CHURCH**—Concert by Miss Ona May Miller.

**HIGH SCHOOL**—High school music contest.

**NOVELTY**—"Heights of Hazard" and vaudeville.

**GRAND**—Dark.

[For Prices and Details see advertisements elsewhere in this issue.]

## CASTORIA

For Infants and Children  
In Use For Over 30 Years  
Always bears  
Signature of *Chas. H. Fletcher*

Work Will Begin Early in Morning of April 24.

Everybody in the City Is Urged to Get Busy.

NEBRASKANS IN OFFICE

President Wilson Names Five Land Registers and Money Receivers.

Washington, April 7.—President Wilson today nominated the following registers of land offices:

Eugene J. Emers of Maxwell, Neb., at Platte, Neb.

Ross G. Moore of Broken Bow, Neb., at Broken Bow.

The president nominated the following receivers of public money:

Arnold F. Beeler of Hearshey, Neb., at Platte, Neb.

John P. Robertson of Broken Bow, Neb., at Broken Bow.

Frank Campbell of O'Neill, Neb., at O'Neill.

## TURN HAIR DARK WITH SAGE TEA

Grandma kept her locks dark, glossy and youthful with a simple mixture of Sage Tea and Sulphur.

The old-time mixture of Sage Tea and Sulphur for darkening gray, streaked and faded hair is grand-mother's recipe, and folks are again using it to keep their hair a good, even color, which is quite sensible, as we are living in an age when a youthful appearance is of the greatest advantage.

Nowadays, though, we don't have the troublesome task of gathering the sage and the musky mixing at home. All drug stores sell the ready-to-use product, improved by the addition of other ingredients, called "Wyeth's Sage and Sulphur Compound" for about 50 cents a bottle. It is very popular because nobody can discover it has been applied. Simply moisten your comb or a soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, but what delights the ladies with Wyeth's Sage and Sulphur Compound is that, besides beautifully darkening the hair after a few applications, it also produces that soft luster and appearance of abundance which is so attractive. This ready-to-use preparation is a delightful toilet requisite for those who desire a more youthful appearance. It is not intended for the cure, mitigation or prevention of disease.—Advertisement.

When you wash your hair, be careful what you use. Most soaps and prepared shampoos contain too much alkali, which is very injurious, as it dries the scalp and makes the hair brittle.

The best thing to use is just plain mild coconut oil, for this is pure and entirely greaseless. It's very cheap, and beats the most expensive soaps or anything else all to pieces. You can get this at any drug store, and a few ounces will last the whole family for months.

Simply moisten the hair with water and rub it in, about a teaspoonful is all that is required. It makes an abundance of rich, creamy lather, cleanses thoroughly and rinses out easily. The hair dries quickly and evenly, and is soft, fresh looking, bright, fluffy, wavy and easy to handle. Besides, it loosens and takes out every particle of dust, dirt and dandruff.—Advertisement.

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## PIMPY? WELL, DON'T BE!

People Notice It. Drive Them Off With Dr. Edwards' Olive Tablets.

A pimply face will not embarrass you much longer if you get a package of Dr. Edwards' Olive Tablets. The skin should begin to clear after you have taken the tablets a few nights.

Cleanse the blood, the bowels and the liver with Olive Tablets.

Dr. Edwards' Olive Tablets are the successful substitute for calomel—there's never any sickness or pain after taking them.

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## The Music Maker VICTROLA FROM The Music House JENKINS Your Sure Protection

You may safely trust the house that has the reputation for placing the customer's welfare paramount to all other considerations. The very fact we handle the Victrola is a guarantee of satisfaction. If better talking machines were made we would sell them. We guarantee the Victrola to be the best—supreme—as Gramophone says. After a lifetime of experience and hard study of musical instruments, are we not capable to judge? Come in. We have many surprising facts about Victrola superiority. Being authorized distributors, we get our Victrolas direct from the factory. We serve you best. Easy terms, no interest. No one can undersell us.

J. W. JENKINS SONS' MUSIC CO.

W. C. KING, Mgr.  
714 Kansas Ave. Topeka, Kansas

## Tomorrow

Beef

Chuck Roasts, per lb. 13c

Granulated Sugar

Pure Cane, 14 pounds \$1.00

Cheese

Genuine New York Full Cream, per lb. 25c

Wisconsin Brick

per pound 22c

Water Cress

per lb. 10c

A full line of Fresh Fruits and Vegetables.

Phone 4190  
900 North Kan. Ave.

MORNS & MYERS

## "Our New House"

is completed and we have moved in. Say, I never knew before what enjoyment was, nor has the work ever been so light for my wife. No work at all to keep clean. Before I built, we always worried about our dirt. Now it seems so easy to come to the office and make a payment on the loan you made us and we know that our indebtedness is reduced with each monthly payment. Why did I not commence long ago? said one of our customers the other day. Are you hesitating?

The Capitol Building and Loan Association

534 Kansas Avenue.

MONEY to loan for homes.

THE GREAT NATIONS OF THE WORLD ARE BANKRUPT, OR BANKRUPTING THEMSELVES AS RAPIDLY AS THEY CAN.

England spends fifteen millions a day on war, lends six hundred millions to Italy, and heaven knows how many thousands of millions to France and Russia.

Soon, let us hope, war will stop, and then will begin THE GREATEST ADVERTISING CAMPAIGN THAT THE WORLD HAS EVER SEEN.

Turning from blood and murder to business once more, the nations broken in spirit and purse will begin a desperate fight to get back the business lost.

What a magnificent thing it would be for this country if the Government could clearly understand what national advertising means, and if the United States could begin NOW the great campaign of national development throughout the world that will soon be begun with terrific energy by the other nations.

From the nation that needs new markets down to the man who has just invented a new lamp, he has the public to know WHAT HE HAS DONE, the world's problem in business is advertising.

This is one of a series of Advertisements Advertising by the Associated Advertising Clubs of the World (headquarters Indianapolis). Write for booklet, written for buyers like yourself. Every man or woman who buys any kind of commodities will find it profitable reading.

Buy in Kansas---Not Kansas City!



## Advertising Is the Great National Business Science

In that Science the Nations of the World Will Soon be Competing Bitterly. America Leads Now, and the Advertisers of America Will Help to Keep This Country in the Lead.

By Arthur Brisbane, Editor, New York Journal and New York American

Advertising is the art of transferring an idea from your mind to the minds of others.

The advertiser's task is to see a thing clearly, DESCRIBE IT SIMPLY and convincingly.

The great mistake of the professional advertising man is lack of simplicity.

The most idiotic mistake of the business man who has something to advertise is the notion THAT HE CAN DO IT HIMSELF BETTER THAN A PROFESSIONAL.

The picture above, by our humorous genius Tad, illustrates the commonest folly of the business man who fails to see that you cannot be at the same moment the DYNAMO in the power house grinding out the current and the brilliant BULB that sheds light and tells what the dynamo is doing.

The business man is the DYNAMO, the advertising man is the electric BULB that tells of the dynamo's work.

The bulb that thinks itself more important than the dynamo is foolish.

The big dynamo that thinks it can get along without any bulb and make a success of a lighting plant all by itself is a foolish dynamo.

Advertising is an art and science important to all the nations and to every man in the nation.

Advertising is to business, industry, manufactures, WHAT PRINTING AND LANGUAGE ARE TO THE HUMAN RACE. Advertising is the SPEECH OF BUSINESS. Without it business is dumb.

To exaggerate the importance of advertising and of its unlimited possibilities is not easy.

For instance, this nation of ours does thousands of millions of business yearly with other countries.

In South America the right kind of an INTERNATIONAL ADVERTISING CAMPAIGN would sell thousands of millions MORE of our products to the Southern republics alone.

And the right kind of advertising campaign in China and all of Asia would sell other thousands of millions.

The great thing is to get the RIGHT brain to do the advertising.

You must have the man who understands China, what China wants, what China believes, what kind of advertising language China understands.

You must have a brain similarly equipped to deal with the Argentine, and Chili, and Peru, and Brazil.

The little boy twisting his hat in his hand, asking for work, seeks to advertise his qualities as an office boy.

The young man in his courtship is a tremendous advertising agent, hoping that he will favorably impress one who is the entire public to him and persuade her to accept what he has to offer.

To every advertiser of every kind these things are of vital importance in bringing success.

Know exactly what it is that you have to say. Know that you are telling a truth which is useful to the public. Express yourself with SIMPLICITY, for that is the greatest of literary art.

There is no literary discipline as valuable as advertisement writing, if the work is understood.

You must avoid dryness, which discourages the reader. You must avoid unnecessary words; every one of them costs money; every surplus word discourages the reader and drives him away from your advertisement.

You must know where to begin—just where your reader's interest begins. You must know where to stop, just where HE would stop if you did not.

You must avoid the appearance of preaching at the people, for the people get all the preaching they want on Sunday.

You must write exactly as though you were TALKING to the reader, for an advertisement writer is a salesman.

You must manage your public, find your way into their minds, and you must manage your client very often, for in the beginning advertising is discouraging; dollars go out and do not come in.

Many a man in business can wait patiently while a factory is going up brick by brick—knowing that the bricks must be bought and laid first. But he cannot wait patiently while his reputation is being built up brick by brick through advertising. He wants to get returns on the first load of bricks thrown on the vacant lot.

To keep him while he teaches the public is difficult—but difficulty is what makes advertising interesting.

Advertising is important, not only because it helps business, but because it increases the efficiency of labor.

Advertising renders public service, the great advertiser puts his fortune INTO HIS REPUTATION, and if he dies his successor cannot AFFORD TO DAMAGE THAT REPUTATION.

No man sets fire to a factory that has cost millions. No man sets fire to an advertising reputation that has cost millions and injures the quality of the advertised goods. That would destroy the reputation.

Every man, excepting the fool, knows that the foundation of advertising success is honesty. And the higher you hope to build THE MORE POWERFUL YOUR FOUNDATION MUST BE.